

## **ABSTRACT**

The present invention relates to a method, system and apparatus for encoding audio visual media signals sourced from preferably a video conference transmission. The technology provided is adapted to receive a video conference transmission from a computer network where this video conference transmission includes at least one audio visual signal and at least one protocol signal. One or more protocol signals are then read from the transmission received with the technology provided applying a selected encoding process to a received audio visual signal, wherein the encoding process selected depends on the contents of a read protocol signal.